

Robert A. Hurst

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## Experience – Graphic Design

### Proposal Graphics, Owner

Design and marketing services in the Greater Boston area.

### Rizzo Associates, Inc., May 1998 – March 2001

#### Art Director

200-person environmental/civil/transportation engineering firm located in Framingham, MA. Art Director supervised a staff of three. Responsible for all facets of graphic design, website design and maintenance, communications (including print, environmental graphics, display and event graphics), multimedia presentations, reports, proposals, advertising and trade show exhibits.

### HNTB Corporation, Boston, MA, June, 1986-April 1998, Art Director

Architectural/engineering/planning firm. Art Director supervised a staff of two. Responsibilities included budgeting, scheduling, design conceptualization and execution of publications and collateral material. Also responsible for preparation and execution of design of proposals, reports and interviews including corporate identity packages for joint ventures, cover and text design, design of specialty brochures for specific projects, project photography, multimedia projects, presentation materials and collateral publications.

## Experience - Marketing

### PCI/NE (the Precast/Prestressed Concrete Institute – New England Region) – Director of Marketing 2003

Created, ran, maintained the PCI/NE office, budgeted at \$300,000 annually. Represented the Precast/Prestressed manufacturers of the New England and New York marketplace. Designed and implemented a trade education program for architects, engineers, contractors and state agencies to promote the use of precast/prestressed concrete products in building and transportation projects.

### Peabody Construction, Inc. – Director of Marketing 2002

Prepared letters of qualifications, proposals and interview packages. Redesignated the company's collateral materials, reorganized the marketing files and structure, designed new marketing materials for a subsidiary company, and adapted existing materials for a new division within the company.

### The Louis Berger Group, Inc. – Marketing Coordinator for the Energy Group 2001

Produced marketing materials and coordinated Marketing efforts for Needham office in the Energy Group. Writing, editing and production of marketing materials. Created and maintained the website [www.bergerenergy.com](http://www.bergerenergy.com)

## Software Expertise

### General

MS Word, Excel, Access, Outlook, Wordperfect, Microsoft Publisher

### Presentations

PowerPoint, Director

### Web Site Design

Macromedia Fireworks, Dreamweaver, Flash, Drupal

### Graphics

Corel Draw, InDesign CS, Photoshop CS, Illustrator CS, Quark Express, Adobe Acrobat, Corel PhotoPaint, Adobe Premier (Video Editing).

## Services

- Presentation Coaching
- Qualifications
- Collateral Materials
- Project Profile Sheets
- Photography Database
- Web Site Design/Maintenance
- Award Submittals
- Trade Show Exhibits
- War Rooms Organization and Execution
- Interview Coaching
- Videography
- Photography
- Business Development
- Proposals (RFPs)

## Non-profit

Brigham & Women's Hospital  
The Brimmer & May School  
Italy/America Chamber of Commerce  
Newton South High School  
The Boston GreenSpace Alliance  
The Boston Harbor Association  
The Cedar Tree Association  
The Charles River Watershed Association  
The Engineering Center  
The Metropolitan District Commission.(DCR)  
The St. Boniface Foundation

## Business clients:

Accellent, Inc.  
Artigiano Stained Glass  
Atlantic Coastal Kayaker Magazine  
Butterfish - An American Bistro,  
Chappell Engineering  
DuPuy Mitek (A Johnson & Johnson Company)  
Eyeglass Rescue  
Edwards & Kelcey  
Hall Properties  
HL (Harvard Law) Central Insurer's World  
Judith Nitsch Engineering  
Julia Ross Associates, Inc.  
Louis Berger Group  
NEWEA Magazine  
Ricondo & Associates  
Sam Park & Co.  
SEA Consultants  
Simat, Helliesen & Eichner, Inc.(SH&E, Inc.)  
The Mount Vernon Group Architects  
The New England Patriots  
Thomas K. Dyer, Inc.  
Traffic Solutions